



Application Template

Start-up Name:

Contact Person Name:

Email Address:

CNIC:

Address:

Founding Team Details

- Are you a final-year student enrolled in a BA program? Provide the name of your college/university.
- Are you currently working? Provide the name of your organization.
- How many founders are there? Please provide contact details of other co-founders (Name, Email, Phone Number):
- Please provide the URL of the LinkedIn profiles of your co-founders and explain how the co-founders' skills/experience complement each other and are necessary for the venture:
- How long have all founders worked together as a team?

Mentorship Details

- Are you interested in enrolling in our mentorship program?
- Note: Mentors will be accessible via Zoom (dates/times will be coordinated following enrolment)

Idea Summary

- Describe your product/service in one line
- What problem in the social/sustainability space does your product/service address?
- Highlight the innovation element and how it will result in disruption.
- If you have a website or demo/prototype, please share the URL.
- Please create and upload a logo for your organization

Product / Service

- What is the problem/opportunity you have identified?
- What is your proposed sustainability-based solution?
- What is the Product/Service Type (B2C, B2B, etc.)?
- What makes you different? What is your competitive advantage? Your Unique Selling Point (USP)?
- What are your target demographics (Age, Gender, Location, Income Level, and Education Level)?
- Describe the potential social impact?
- If declared one of the winning teams, how will you utilize the grant money provided by the Impact Innovation program?
- Why do you think your product/service is relevant and why would people want to use it/pay for it?
- How do you plan to distribute your product/service to your customers?
- Does your product service require any licenses and regulatory approvals?
- How digitally enabled is the product service you are developing/offering?

The Market

- How big is the market and how did you arrive at this figure? How big do you think it will be in 5 years?
- Who are your competitors? What is your competitive advantage over them?
- In the medium and long run, how will you make money and make your venture sustainable and profitable?
- What are the barriers to entry that your venture will be developing along with its growing user base to prevent others from easily copying your business model once you go live?

Growth & Traction

- How many users/customers do you have? How quickly is your user base growing?
- Describe what you did to get/how will you get your first user/customer?
- Describe what you did to get/how will you get your first 100 users/customers?
- Do you plan to raise money in the future? If so, how much and when?
- What do you see as the major milestones of your venture, and when will you attain them?

Projected Financials

- Are you in the process of being incorporated as a company?
- When will you start generate revenue? Provide monthly and annual forecasts.
- Do you plan on raising any external capital/seed/angel funding whether from friends and family or angel investors?
- What is the planned equity breakdown/shareholding percentage of the company including founders, employees and investors?
- What is the projected monthly cash required to pay all founders, employees and cover all expenses?